

Introduced by Senator Maldonado
(Coauthor: Assembly Member Monning)

April 19, 2010

Senate Concurrent Resolution No. 102—Relative to California Golf Week.

LEGISLATIVE COUNSEL'S DIGEST

SCR 102, as introduced, Maldonado. California Golf Week.

The United States Open Championship will be held at Pebble Beach Golf Links from June 14 to 20, 2010. This measure would declare the week of June 14 to 20, 2010, as California Golf Week to celebrate golf and the golfing industry in California.

Fiscal committee: no.

1 WHEREAS, Pebble Beach Golf Links, host to 10 previous
2 United States Golf Association championships including four
3 United States Open Championships, will once again host the U.S.
4 Open from June 14 to 20, 2010; and
5 WHEREAS, Annually, California's golf courses help raise over
6 \$300 million for numerous worthy charities and causes. This
7 includes local club events, celebrity-charity events, and money
8 raised from professional tournaments, among other things; and
9 WHEREAS, Junior golf reaches children from all walks of life,
10 providing mentorship and developing sportsmanship and an
11 enthusiasm for golf that can last throughout their lives; and
12 WHEREAS, The First Tee, which teaches life skills to young
13 people through the game of golf and offers core programs that are
14 estimated to reach at least 25,000 youth annually, has 17 chapters
15 in California; and

1 WHEREAS, The Southern California Golf Association
2 Foundation provided over 12,000 subsidized junior rounds of golf
3 and 17,000 subsidized range buckets for juniors in 2009, resulting
4 in at least 36,750 recreation hours for youth with over 2,400 youth
5 participating in the program in 2009; supported local youth service
6 organizations that teach life skills through the game with \$130,000
7 in grant funding in 2009; and provided \$30,000 in college
8 scholarships for youth to continue their education in college in
9 2009. Overall, programs and initiatives affected over 12,000 youth
10 through the spending of \$350,000; and

11 WHEREAS, The Northern California Golf Association
12 Foundation provided over 68,000 subsidized junior rounds of golf
13 and 94,000 subsidized range buckets for juniors in 2009, resulting
14 in at least 208,000 recreation hours for youth with over 15,000
15 youth participating in the program in 2009, and supported local
16 youth service organizations that teach life skills through the game
17 with \$100,000 in grant funding in 2009. Overall, programs and
18 initiatives affected over 20,000 youth through the spending of
19 \$960,000; and

20 WHEREAS, In 2006, California's golf industry generated a
21 total economic impact of \$15.1 billion, supporting nearly 160,000
22 jobs with \$4.8 billion of wage income. California hosted 16
23 professional golf championships in 2006, including seven PGA
24 Tour, three LPGA Tour, four Champions Tour, and two Nationwide
25 Tour events. These events generated \$95.8 million, excluding the
26 tournament purse and costs for TV broadcasting. State golf
27 associations generated \$41.4 million in 2006 revenues; and

28 WHEREAS, In 2008, according to a San Diego State University
29 study, the U.S. Open at Torrey Pines generated an economic impact
30 of \$142 million on the region. The study estimated \$73.62 million
31 in direct spending, including lodging, entertainment, shopping,
32 food, and beverages, that created an estimated "indirect impact"
33 of \$68.46 million, based on the projected effect of that spending
34 to pay for local labor, goods, and other business; and

35 WHEREAS, It is clear that golf brings visitors to the state, spurs
36 new residential construction, generates retail sales, and creates
37 demand for a myriad of goods and services; and

38 WHEREAS, With 3 million golfers, 926 courses, and a large
39 number of annual golf events, golf in the Golden State is more

1 than an enjoyable pastime—it is a key industry contributing to the
2 vitality of California’s economy; and

3 WHEREAS, The continued health and growth of the golf
4 industry has a direct bearing on future jobs, commerce, economic
5 development, and tax revenues for a large number of California’s
6 communities and industries; now, therefore, be it

7 *Resolved by the Senate of the State of California, the Assembly*
8 *thereof concurring*, That the Legislature hereby declares the week
9 of June 14 to 20, 2010, as the week of celebrating golf and the golf
10 industry in California; and be it further

11 *Resolved*, That the Secretary of the Senate transmit copies of
12 this resolution to the author for appropriate distribution.